



T: 562.436.4259 • F: 562.437.7850 • 100 West Broadway, Suite 120 • Long Beach, CA 90802

MARKETING AND SPECIAL EVENTS TASK FORCE MEETING AGENDA

Friday, January 20, 2012
9:30 a.m.
Rock Bottom Brewery
1 Pine Avenue, Long Beach, CA 90802

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| I. | CALL TO ORDER and INTRODUCTIONS | |
| II. | SECRETARY'S REPORT
ACTION ITEM: Approve minutes from November 18, 2011 meeting | 5 minutes |
| III. | BUDGET UPDATE | 5 minutes |
| IV. | NEW YEAR'S EVE RECAP
A. Event Overview
B. Economic Impact Analysis | 20 minutes |
| V. | SPECIAL EVENTS AND PROMOTIONS UPDATES
A. Celebrate Downtown, January 26, 2012
B. Valentine Wine and Dine, February 14, 2012 | 10 minutes |
| VI. | EVENT VOLUNTEERS | 10 minutes |
| VII. | OLD BUSINESS | flexible |
| VIII. | NEW BUSINESS | flexible |
| IX. | PUBLIC COMMENTS (three minutes on all non-agenda items) | flexible |
| X. | ADJOURNMENT | |

NEXT SCHEDULED MEETING
Friday, February 17, 2012
9:30 AM
Rock Bottom Brewery
1 Pine Avenue, Long Beach, CA 90802

All meetings held by the Downtown Long Beach Associates shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and other public agencies conduct business openly.